

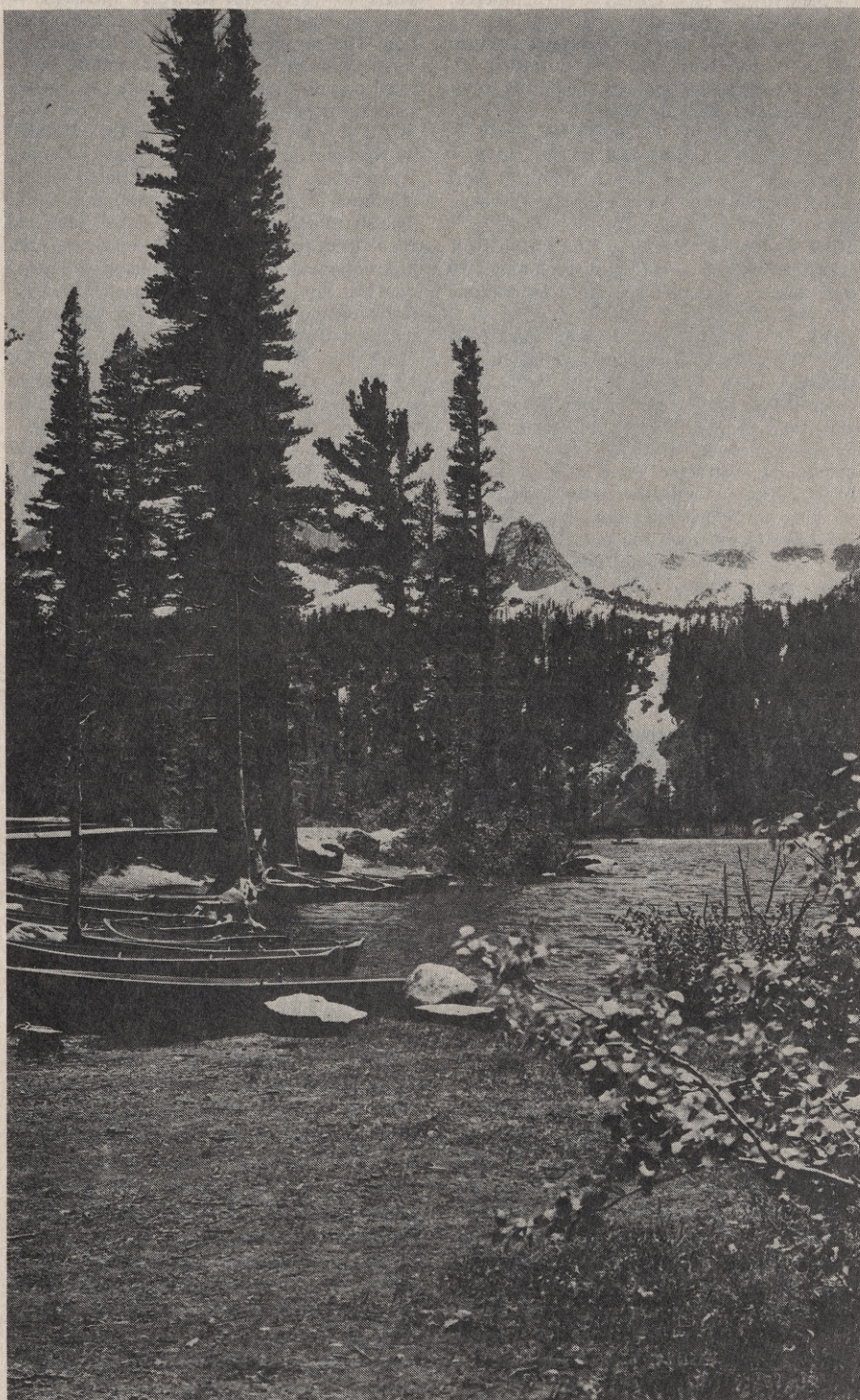
MAMMOTH LAKES PRESS

VOL. 2 NO. 6 JUNE, 1973

"THE VOICE OF MAMMOTH"

20c ALL RIGHTS RESERVED

- *Mammoth Sailing Association Formed*
- *Mono Plan Update-Phase II Report Complete*
- *Weekly Fishing Derby Underway*
- *FORUM: "Mammoth Beautification"*
- *Motor Cross Scheduled For June 30- July 1*
- *Skiers "Helicopter-Tour" Proposed Ski Area Sites*
- *NEW THIS ISSUE: Shopping Guide*
- *Mammoth Gardening Hints*
- *Fourth of July Festivities Planned*



COMING EVENTS

CHAMBER OF COMMERCE FISHING DERBY — RUNS ALL FISHING SEASON — UNTIL OCTOBER 30. Weekly plaques are awarded to the fisherman who catches the largest fish in two classes. Fish must be officially weighed and entered. For more details, see the article in this issue.

MAY 27 — HANS GEORGE MEMORIAL DAY RACE — Sanctioned - ABCO - VETS. This point meet race draws many of the nation's top amateur ski racers.

JUNE 1-2 — RUMMAGE SALE — Sponsored by the Crowley Lake Chamber of Commerce. The sale will be held at the American Homes House on Old 395 near the Crowley Lake turn off. A Honda Truill Bike will be raffled off. Part of the funds will be set aside for the pending Crowley Lake Fire District.

JUNE 3-11, JUNE 12-20, JUNE 21-29 — ANNIE FAMOSE SUMMER RACE CAMP — Sponsored by Mammoth Mountain Ski Area and Rossignol Skis. Three eight day sessions. \$185 per session, ages 8-16 yrs.

JUNE 5 — MAMMOTH LAKES CHAMBER OF COMMERCE — 6:30 p.m. cocktails, 7:30 p.m. dinner. At the Village Inn. Reservations — 934-2522.

JUNE 21 — CROWLEY LAKE CHAMBER OF COMMERCE — Special meeting. Guest speakers will be Phil Pisper with the Department of Fish and Game and Mr. Alsop, Fish and Game Warden. They will discuss "prospects for Crowley Lake" — from a fishing standpoint. Also representatives from the City of Los Angeles will be in attendance. The meeting will be held at George O'nan's Crowley Lake Camp Lane on old Highway 395. Everyone is invited to attend. For further information, contact Lloyd Wilson at 934-6141.

JUNE 30-JULY 1 — MAMMOTH MOUNTAIN MOTOR CROSS — Sponsored by the High Sierra Motor Cycle Club. This two-day racing event is one of the most thrilling spec-

tator sports that there is! Location — at the Old Sherwin Lakes Trail Head just south of Mammoth Lakes.

JUNE 30-JULY 1 — 12TH ANNUAL "FAMILY FUN SHOOT" — Two days are planned with archery events planned for the whole family. This is an excellent participant sport as well as spectator sport. Held at Lion's Park. **JUNE 30 — "STEAK FEED" —** Saturday evening bar-b-que at Lion's Park. Tickets are \$5.00 and are sold on a first come first serve basis at Saturday's Archery events.

JULY 4 — FOURTH OF JULY PARADE — Sponsored by the Mammoth Lodging Association. The parade will be held in the morning on the Main Street of Mammoth Lakes. Many local organizations will be invited to participate in the parade.

JULY 4 — BAR-B-QUE & STREET DANCE — Sponsored by the Mammoth Lodging Association. The Bar-b-que is slated for the afternoon at the Mammoth Community Park. The street dance will be held in the Bank and Post Office parking lot. It will start in the mid-afternoon and run into the evening. A season pass for next year for Mammoth Mountain Ski Area and a complete set of ski equipment will be raffled off.

JULY 5 — WATER SKIING — CROWLEY LAKE — The 1973 water season will begin on Crowley Lake. See the article in this issue for further details.

AUGUST 11-12 — 4th ANNUAL MAMMOTH ARTS & CRAFTS FESTIVAL — Sponsored by the Mammoth Lakes Artists and Craftsmen's Association. This year the festival will be held at the Mammoth Community Park.

MAMMOTH ADVISORY COUNCIL — Second and fourth Monday of each month. 9:30 a.m. at the Community Center. Any occasion for public meetings will be announced in advance.

MAMMOTH DISTRICT WOMEN'S CLUB — First Thursday in the elementary school library, 7:45 p.m., visitors welcome. **MAMMOTH LAKES MOTEL AND LODGE ASSN. —** Third Tuesday. Call Mammoth Reservations 934-2522 for details.

MONO COUNTY BOARD OF SUPERVISORS — 1st and 3rd Tuesdays of every month at the Courthouse, Bridgeport. Interested parties

are invited to attend.

JUDO — Taught by Buster Norton. Every Monday and Wednesday 7 p.m. at the Community Center.

MAMMOTH BODY SHOP — Tuesdays at 10 a.m. at the Community Center. Thursdays for exercises only.

CATHOLIC CHURCH — Mass at 7 and 8 a.m. each Sunday.

COMMUNITY CHURCH — Worship service, 11 a.m.; Sunday School 9:30 a.m.; evening service 7:30 p.m.; Wednesday Prayer Meeting at church 7:30.

EPISCOPAL CHURCH — Holy Communion, first Sunday Mammoth Community Center 4:30 p.m.

LATTER DAY SAINTS — Sundays, Mammoth Community Center, Priesthood, 9 a.m. Sunday School, 10:30 a.m., Sacrament meeting 11:45 a.m.

HIGH SCHOOL YF — Every Monday, 7:30 p.m., Community Church. All teens invited.

JR. HIGH YF — Every Tuesday night, Community Church.

EXERCISE DANCE CLASS — Tuesday, 7 p.m. Community Center.

SQUARE DANCING — Wednesdays 8 p.m. at the elementary school.

SO. MONO HOSPITAL DISTRICT — First Wednesday at the Community Center, 10 a.m., visitors welcome.

MAMMOTH LAKES JR. WOMEN'S CLUB — First Wednesday, 7:30 p.m. Call Carol Smith, 934-6250, for information.

MAMMOTH 4-H CLUB — Second Tuesday at the elementary school cafeteria, 7:30 p.m.

WATER BOARD — First Wednesday, 8 p.m., Community Center.

FIRE COMMISSION — Public meeting last Thursday of each month.

SCIENCE OF THE MIND — (Religious Science) — Study and discussion group meets each Thursday at the Stove at 7:30 p.m.

FIRE DEPARTMENT — Every Thursday, 7:30 p.m. at the Fire Station. Visitors welcome.

MAMMOTH LAKES CHESS CLUB — 1st & 3rd Wednesdays at 7:30 p.m. For information call Marjorie Lizza at 934-2449 or 934-6057.

MONO COUNTY PLANNING COMMISSION — 2nd and 4th Tuesdays of every month at the Courthouse, Bridgeport. Interested parties are invited to attend.



Jay Cole—Publisher/Editorial Director
Carolyn Cole—Editor

Shirley Verhoef—Marketing Editor

Jean Conner—Southern Marketing Editor

Editorial Contributors:

The U.S. Forest Service
Mammoth Mountain Ski Area
Paul Glass, C.P.A.

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Water Skiing On Crowley Lake To Begin July 5

Water skiing will begin Thursday, July 5, at Crowley Lake which is located about ten miles south of Mammoth Lakes on Highway 395. Skiing activities during July will be limited to an area of the lake where it will not interfere with anglers at the trout fishing center. From July 5 through 31, water skiing will be in the northern section of the huge man-made reservoir, above Island Point. Hopefully water skiing activity will continue through Labor Day.

Life guards will be on duty throughout

the skiing season and will strictly enforce safety measures which have been adopted by the Los Angeles City Recreation and Parks Department.

Boats will be launched at Crowley's south landing and must proceed directly to the water skiing area. All craft will be inspected, and all boats will be kept out of the skier landing area.

This will be the fourth season of water skiing at Crowley Lake. A successful pilot project was conducted in 1970 and the activity was offered in the McGee Bay area the last two years.

Mammoth Mountain Motor Cross Slated for June 30 and July 1

The Mammoth Mountain Motor Cross, sponsored by the High Sierra Motor Cycle Club, will be held June 30 and July 1 this year. This annual event sports the reputation of being Mono County's largest single event. Entries are limited to 450 riders, including some of the nation's top motor crossers. This exciting race draws spectators from all over the west.

The Motor Cross is one of the most thrilling spectator sports that there is! A "Motor Cross" is a motor cycle cross country race over natural terrain. "The rougher, the better." "The Mammoth Course is one of the toughest in the Country; plus the altitude takes the best out of you." Some say that the motor cross is the most physically demanding sport in the world.

The Motor Cross will be held at the old Sherwin Lakes Trail Head just south of Mammoth Lakes. There is parking at the race course and also a shuttle bus

that services outlying areas. There is a \$2.00 donation for admission; kids are free. Beer, soft drinks, hotdogs and "the best hamburgers at any Motor Cross" will be sold both days. Races start at 9:00 a.m. Saturday and 10:00 a.m. Sunday and run until about 3:00 p.m.

Saturday the three Junior divisions will be run; each division has three classes. A total of 18 races will be run on Satur-

day, all for trophies. Sunday's races are for cash prizes — a total purse of \$5,000 will be given away to the winners of the races. There will be three Senior Divisions racing on Sunday. About 50 entries will start each race which makes for a very exciting spectator sport.

For further information or entry forms contact David Capps, Mammoth Lakes, at (714) 934-6632.



The Mammoth Mountain Motor Cross is an exciting spectator sport!
photo by T. J. Johnston

12th Annual Archery Shoot Scheduled for June 30 And July 1

The 12th annual Mammoth Lakes Archery Shoot, which draws participants from all over the West, is slated as a "Family Fun Shoot." The shoot will be held at Lion's Park on June 30 and July 1.

The targets are lifesize animal cutouts. An informal time schedule is followed with shooting starting as early as 7:00 a.m. on Saturday. Registration will be at the park Friday night from 6-11 p.m. and Saturday morning from 7-9 a.m. The registration fees are \$5.00 for adults, \$2.50 for juniors under 13 and \$12.00 for the entire family. All entrants will receive a Mammoth archery pin.

Saturday evening there will be the traditional "Steak Feed," also at Lion's Park. Everyone is invited to come out for the "best steak in town" — for only \$5.00. The bar-b-que is always sold out. Tickets are sold on a first come, first serve basis and are available at the Shoot on Saturday.

For further information on this event, please contact Doug or Sally Kittredge at Kittredge Sport Shop, 934-2423.

Fourth Annual Art Festival Scheduled For August 11 & 12

An outdoor art and crafts festival will be an entertaining way to pass the afternoon and also an opportunity to purchase unique works of art by local artists and craftsmen. The festival is slated for August 11 and 12.

The festival will feature hand-built booths in a rustic western style set among the trees at the Mammoth Community Park which is located in back of the Forest Service Visitors' Center off the Sawmill Cutoff.

The Mammoth Artists' and Craftsmen's Association was formed four years ago by a group of local people who were interested in stimulating interest in arts and crafts within the area. This will be the fourth year that they have presented the Art Festival.

Many of the currently participating artists and craftsmen are among the original group and will be returning to the festival to display their work — Bill Perry

of Pumice Mountain will display hand made furniture and caddles; Darrell and Mary Lou Aubee of Bishop will display the many crafts that they have in their Crafts Gallery; Martha Cannon and Abi Donnelly of Eye Sierra Handcrafts, Etc. will have wall hangings and weavings. Also returning will be Sidney Quinn to show his sheepskin jackets, Betty Shepard with custom shirts, Della Jenkins will display her lithographs and Holly Weseloh will have her embroidery and beading on display. Mountain Leather, Village Leather and The Silver Cloud have also indicated that they will be participating in this year's festival.

There will be food and beverage booths including a natural foods booth. Local musicians will entertain throughout the festival.

Registration will close July 15. If you wish further information please contact Abi Donnelly at Eye Sierra Handcrafts, Etc. — (714) 934-6134.

Two Fishing Derbys Planned This Summer



Each summer the Mammoth Lakes Chamber of Commerce sponsors a fishing derby open to all residents and visitors to Mammoth. The derby runs throughout the fishing season. Plaques are awarded each week for the largest fish in each of two classes. Weekly derbys run from Saturday noon to the follow-

ing Saturday noon. Fish may be officially weighed and entered at the following locations: Village Sport Shop on Minaret Rd., Lake Mary Store, Wildeyre Store, Kittredge Sport Shop, Filson's Tackle, and Convict Lake Resort Store. For rules and further information on the Derby please contact the Mammoth Lakes

Chamber of Commerce (714) 934-2522.

Filson's Tackle Shop also sponsors a weekly fishing derby. This Derby also runs from Saturday noon to Saturday noon. Fish must be weighed in at Filson's Tackle Shop to be eligible for the prizes. Each week a \$5.00 gift certificate is awarded to the person who weighs in the largest fish. They also present a trophy at the end of the season for the "biggest of the year." During the summer Filson's is open from 6:00 a.m. to 10:00 p.m.

At press time the fishing was very good on the lower lakes and streams in the Mammoth Area. Crowley Lake, Convict Lake, Twin Lakes, Hot Creek, and the Owens River have all had fish plants this month. The ice on the upper lakes is breaking up and the road to these lakes should be plowed before Memorial Day. Fish plants are expected in the upper lakes as soon as the lakes are ice free.

Space Available In Summer Race Camp

If you have not signed your kids up for the Mammoth Mountain Summer Race Camp — there is still time! There is available space in all sessions. About 200 enthusiastic young racers are expected to participate in this summer's camp which is sponsored by the Rosigonal Ski Company. Applications have been coming in from all over the United States. Mammoth's Camp promises to be the best in the country because of the excellent snow conditions.

Three sessions are scheduled — June 3-11, June 12-20, and June 21-19. The cost of each eight-day session is \$185.00. Ages — 8-16 years.

Annie Famose, Olympic gold medalist, will direct the camp along with Dennis Agee and Max Good of the Mammoth Mountain Ski Area.

A full schedule is planned to insure that each student receives maximum benefits from the camp sessions. There will be daily skiing with on-snow slalom and giant slalom training. The latest in equipment including Video Tape Cameras will be used for instruction. Evening seminars will include waxing, racing theory, technique and equipment as major topics. Extensive use of films adds immeasurably to the over-all program.

Headquarters for the camp will be in the Mammoth Mountain Inn. A heated swimming pool will be available to camp registrants. All meals and seminars will be held at the Mammoth Mountain Ski Area Base Lodge.

For information and registration forms, please contact the Mammoth Mountain Ski Area, P.O. Box 24, Mammoth Lakes, Ca. 93546 or phone (714) 934-2571.

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Parade, Street Dance And Bar-be-que Planned For The Fourth Of July

The Mammoth Lodging Association is planning to host a July 4th parade and bar-be-que. The parade will include the band from Mammoth Elementary School as well as Lee Vining High School's band. Others that will be invited to participate will include the Mammoth District Fire Department, Mammoth Mountain Junior Race Team, little league, 4-H, Girl Scouts and Boy Scouts. The local children may also have an opportunity to parade with their dogs. It has not been decided yet if there will be participating floats. The parade is scheduled for Wednesday morning and will be held on the main street of town for easy viewing by both residents and visitors.

The bar-be-que is scheduled for the early afternoon — exact time not available at press time. It will be held at the Community Park (better known as Shady Rest). They are tentatively planning to have many family games and contests and possibly a dog show for the youngsters. The charge for the bar-be-que has not been set; however, it will be a nominal cost.

The Mammoth Lodging Association is also sponsoring a Street Dance and Raffle. The dance will start about 2:00 p.m. The event will be held in the parking lot of the Inyo-Mono National Bank and the Post Office — on Highway 203 in the center of town. All residents and visitors are invited to join in on the fun which will continue into the evening. Raffle tickets will be sold — the lucky winner will take home a 1973-4 season pass to Mammoth Mountain Ski Area, new skis, poles, bindings and ski boots. The raffle tickets may be purchased ahead of time

at any of the local sporting goods stores or participating lodges and condominiums; they can also be purchased at the street dance. The drawing will be at the dance at about 9:00 p.m. The winner must be present.

Two bands will be on hand to entertain you at the street dance. Also beer, soft

drinks and German hot dogs will be sold.

A fireworks display will be held in the evening at Mono Lake, about 30 miles north of Mammoth on Highway 395. Plans for this year's fireworks display have not been announced; but last year's was a smashing success with live entertainment and fun for all.

Scenic Gondola Ride—A Must For All Visitors To Mammoth

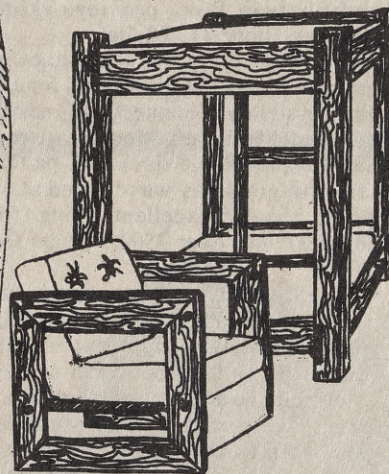
Take a scenic 20-minute ride to the "top of the High Sierra" via the Mammoth Mountain Ski Area Gondola. Once at the top, view the magnificent scenery, hike as long as you like, stop at the mid station for lunch or a snack on your return trip. A camera is a must for this spectacular trip. Gondolas leave continually from the base lodge. The price is \$2.50 for adults; \$1.25 for the kids. The scenic gondola rides run all summer through the Labor Day weekend.

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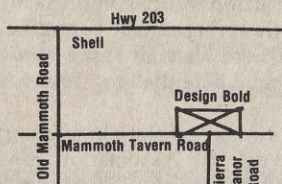
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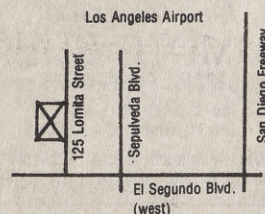


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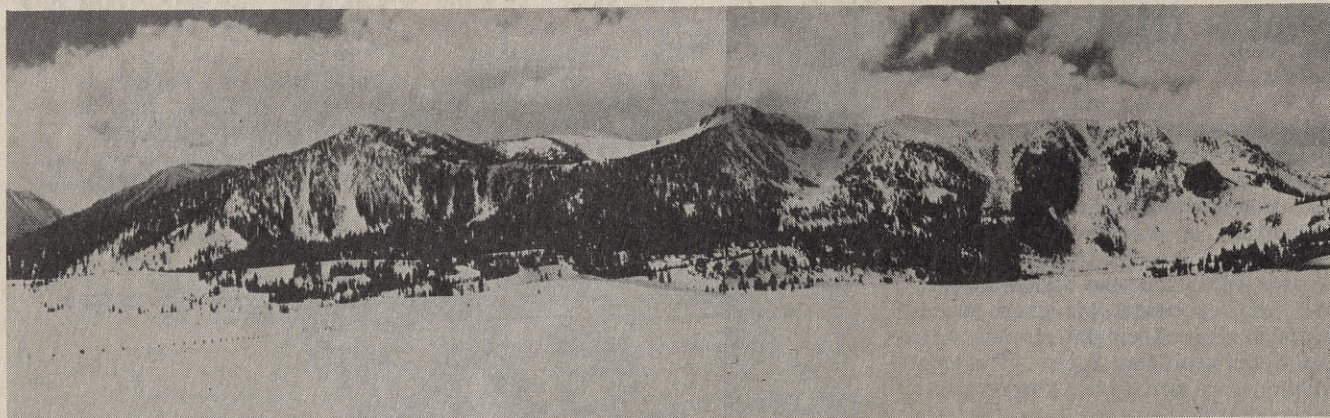
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Helicopter Tour Views/Skis Sherwin Bowl



Sherwin Bowl - possible site of a future ski area in the Mammoth vicinity.

On April 24 and 25, eleven skiers had the opportunity to ski Sherwin Bowl, San Joaquin Ridge and White Wing. The group was transported by the White Mountain helicopter to altitudes of over 11,700 feet. The object of the tour was to evaluate the skiing potential of the three areas.

Skiers were invited who had skied all over the world so that comparisons of the terrain could be made to other ski areas.

The group members were: Dave McCoy, Mammoth Mountain Ski Area;

Bud Hayward, June Mountain Ski Area; Tom Dempsey, Dempsey Construction Corp.; Kenny Lloyd, long time Mammoth skier; Chuck Morse, Far West Ski Association; Jim Peerson, Mono County Planning Commission; Tom Weir, U.S. Forest Service; Dick Austin, U.S. Forest Service; Stan Bunce, U.S. Forest Service; John Harmening, U.S. Forest Service; and Ron McCormick, U.S. Forest Service.

The first day was spent skiing White Wing — the back side of June Mountain — and San Joaquin Ridge — the N.E. slopes from San Joaquin Peak to Mammoth Mountain. On the second day, the group skied the proposed Sherwin Bowl Ski Area. Both the San Joaquin Ridge and Sherwin Bowl provides skiing at altitudes above 11,700 feet.

The skiing party was asked to evaluate the potential of the three areas for skiing. The possibility of connecting June Mountain and Mammoth Mountain over the San Joaquin Ridge through a pattern of lifts and gondolas was looked at. This would provide excellent skiing (for all abilities) with over 2500 vertical feet of skiing.

The Sherwin Bowl area provides a 4000 vertical drop. There is extensive beginning, intermediate, and expert, skiing above the 10,000 foot level as well as intermediate and expert terrain at the base. Two particular runs to the left of Mammoth Rock provide fantastic skiing for the high intermediate with vertical drops of 2200 feet — "these two runs would be considered in the top ten ski runs in the U.S.," comments John Harmening.

The group were all impressed with the fantastic spring skiing. Tentative appraisals indicate that all three areas have a very high potential for future development.

As a result of the ski site survey, the Far West Ski Association has adopted a resolution on the Mammoth and June

area directed to the U.S. Forest Service: "Whereas the Mammoth and June areas, currently permitted, are not adequate to meet the needs of the Southern California skier; and whereas the Forest Service has investigated Sherwin Bowl, San Joaquin Ridge and White Wing, as additional potential ski slopes in the Mammoth/June area; and whereas the Far West Ski Association has determined Sherwin Bowl, White Wing and San Joaquin Ridge all provide good skiing; be it resolved the Far West Ski Association asks the Inyo National Forest to prepare development plans, prepare environmental impact statistics and request development proposals from the public on Sherwin Bowl, White Wing and San Joaquin Ridge immediately."

It is hoped that photos of the trip will be available for the next issue of the Press and that the report of the evaluations will also be complete.

Phase II Monoplan Report Available

Copies of the Mammoth Lakes Urban Forest (Monoplan) Phase II report are now available to the public. To obtain a copy write to P.O. Box 8, Courthouse Annex, Bridgeport, c/o Robert W. Sandy, (714) 932-7081, or Monoplan Associates, Inc., 1715 Fair Oaks Blvd., So. Pasadena, c/o John Nordmark, (213) 799-0977. The 520 page report is available at a cost of \$20.00 a copy plus postage and contains a detailed analysis of 1) Environmental Baseline, 2) Land Use Alternatives, 3) Recreational Potential and Accommodations, and 4) Socio-Economic Baseline.

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Reopening of Whitmore Plunge Possible

Whitmore Plunge, once a favorite tourist and resident swimming area, may be reopened! Whitmore Plunge first opened about 1945. Until 1967 the Plunge was operated as a public swimming pool in the summer by the City of Los Angeles Parks and Recreation Department. The pool was fed by hot mineral Springs. It is located about one mile off Highway 395 on the Benton Crossing Road (about 10 miles south of Mammoth Lakes). In 1967 Whitmore Plunge was closed due to deterioration and needed repairs.

The pool area is approximately 30 x 80 feet. Restrooms and changing rooms were provided in the past; however, no concession area was available. Whitmore Plunge was a day use area; no camping was allowed. A large grassy area was available for picnicing.

Currently Los Angeles City Department of Parks and Recreation is considering a proposal to rebuild Whitmore Plunge. Local Chamber of Commerces (including Crowley Lake's and Mammoth Lakes') are promoting the reopening. The Mono County Board of Supervisors has adopted a resolution in favor of reopening the Plunge.

This proposal calls for reconstruction of the pool and restrooms/changing rooms facilities. Also a concession area is planned with food and beverage machines. Plans are to have the pool opened year-round — open during daytime hours in the summer and afternoon and evening hours in the winter. No completion date has been set for the project, if approved. It is hoped that reconstruction will begin this summer with the opening as early as November.

The Crowley Lake Chamber of Commerce is requesting that all interested persons write letters in support of the reopening. Direct your correspondence to: Ms. Pat Delany, Commissioner, Parks and Recreation Department, City of Los Angeles, 250 E. First St., Los Angeles, Calif., 90012. Copies should also be sent to Mr. Peebles, City of Los Angeles, Parks and Recreation Department, Los Angeles, 3191 W. 4th St., Los Angeles, 90020, and Mr. Warren Bahm, Manager Crowley Lake, Rt. 3, Bishop, Calif. 93514.



John Nordmark Presents Mono Plan Up-Date To MAC

John Nordmark, Mono Plan Associates, presented the findings-to-date of the Mono Plan Study to the Mammoth Advisory Council at their May 14 meeting. The financial status of the Mono Plan seems to still be in a state of "limbo." Phase III and Phase IV funds are not completely secured at present. \$10,000 has been committed by the Highway Department. These funds are to be used to develop an urban plan, transportation plan and an environmental impact statement. It is expected that the Department of the Interior and the U.S. Forest Service will commit \$30,000 for

the study of a Reds Meadow and Mammoth Mountain transportation system. Mono Plan Associates are still \$20,000 shy of the funds that are necessary to complete Phase III. Also needed is about \$40,000 for Phase IV completion. If all funds can be acquired, the earliest completion date is now estimated to be October 1, 1973.

John Nordmark presented his "concepts" of a Mammoth Urban Plan. His population estimates for Mammoth in 1985 indicate that the peak-day population will be 51,000 to 56,000 persons; an average skier population of 36,000 persons and a permanent population of 9,600. These figures are projected based on a skier capability of 24,000 at Mammoth Mountain and a 12,000 skier capa-

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Public Relations Firm Selected By C of C

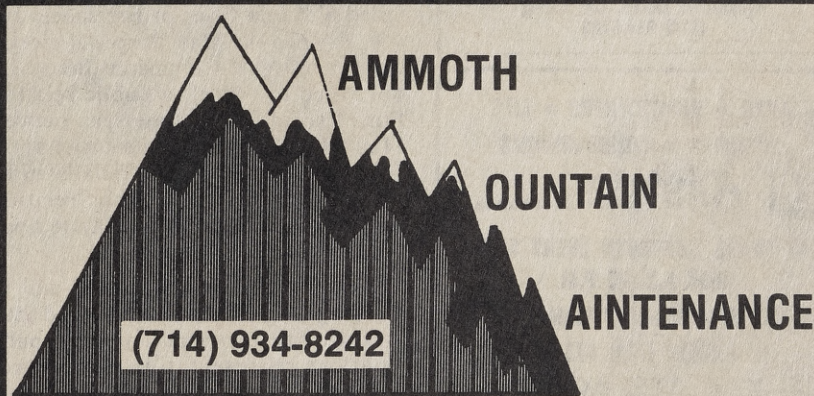
The Mammoth Lakes Chamber of Commerce has recently selected a public relations firm to handle the promotion of Mammoth Lakes. Freelance, Inc. has been selected by the Chamber Board of Directors to represent Mammoth. At press time it was not known if the offer would be accepted.

The funds for the public relations position have been generated jointly by the Chamber of Commerce and the Mammoth Lodging Association. The concept of having a professional handle Mammoth's area promotion will be tested on a trial basis for a period of seven months — from June through December, 1973. \$5000 has been allocated for the project.

Crowley Lake Requesting a Postal Designation

Residents of Crowley Lake are currently receiving their mail via a Bishop address. This is very confusing and causes much misdirected mail.

The Mono County Board of Supervisors has recently adopted a resolution in support of a Crowley Lake postal designation. Residents of the Crowley area who have had mail misdirected or have had problems with their mail are asked to write to: Mr. James W. Nass, District Director U.S. Post Office, P.O. Box 3399, San Bernadino, Calif., 92413.



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EDITOR'S CORNER

by Jay Cole

Mammoth Lakes has recently selected a Los Angeles public relations firm to publicize the area on a year around basis. The Chamber of Commerce and the Lodging Association established a budget of \$5000 (about \$700 per month for a period of June through December) for this function. Freelance, Inc. of Los Angeles was selected to represent Mammoth Lakes in this capacity.

The Mammoth Lakes Press over the past eight months has supported/promoted the concept of area promotion by the Chamber of Commerce. The economic gaps which Mammoth businessmen have experienced over the years is proof of the need for area marketing expertise. The Mammoth Lakes Press salutes the Chamber of Commerce and the Lodging Association for taking a "giant step" toward the possibility of closing these economic gaps!

On the other hand, we are **IRATE** at the methods/tactics that were used by the Chamber of Commerce Board of Directors in the selection of a Mammoth public relations representative.

Because Mammoth Publishing and Advertising was one of the two firms considered for the position of representing Mammoth Lakes from a public relations standpoint, our opinions may appear somewhat subjective. This is not the

case. We would like to present the facts to you:

1. Only one public relations firm, Freelance, Inc., was ever asked to make a presentation to the Chamber of Commerce Board of Directors — this presentation was given at a **special** meeting called by the Chamber president for April 4 with twelve hours notice. Three of the ten Board members were in attendance at the meeting.

2. The president of the Chamber of Commerce, on his own initiative interviewed/dismissed two other public relations representatives without consulting the Chamber Board.

3. Mammoth Publishing and Advertising **requested** that we be able to make a presentation at the regularly scheduled Chamber Board Meeting on April 23. Although Mammoth Publishing and Advertising attended and participated in this meeting, our full presentation was tabled because a decision on the financing of a public relations firm had not yet been made; and, therefore, a full proposal presentation was considered to be premature. A written proposal was submitted prior to this meeting.

4. On May 14 a **special** meeting of the Chamber Board was held. Six of the ten members were present. The purpose of this meeting was to **vote** on a public relations firm. The vote was deadlocked at 3 to 3 between Freelance, Inc. and Mammoth Publishing and Advertising.

5. On May 16 still another **special** meeting was held to "revote." Eight members voted 6 to 2 in favor of Freelance, Inc.

6. Prior to the May 14 **special** meeting the Chamber of Commerce Board had not voted to "hire" a public relations firm. Except for the time span between May 14 and May 16, the Chamber of Commerce was never officially in the position to look for a public relations firm. Between May 14 and May 16 a public relations firm was selected.

The Chamber of Commerce and the Lodging Association has budgeted \$5000 — a significant amount — to hire a public relations representative for the area. Because of the amount of money involved and the importance of this con-

cept to Mammoth's future, we believe several serious questions should be asked:

a. Why did the president of the Chamber of Commerce invite only one public relations firm to make a presentation? A firm in business for only five months and with no experience in resort promotion?

b. Why weren't any other, more experienced firms approached?

c. How could five board members vote for a firm whose presentation they had never heard? The only person present at both the Freelance presentation and the May 16 "vote" was the Chamber of Commerce president!

d. Why didn't Freelance, Inc. ever submit a written proposal to the members of the Chamber Board and the Lodging Association.


e. Why was the fact that the Chamber of Commerce was looking for a public relations firm never publically announced?

Mammoth Publishing and Advertising is not concerned about not being selected as the Mammoth public relations representative. We are very concerned, however, with the railroading tactics used to obtain a public relations firm which had obviously been pre-selected by the Chamber of Commerce president.

When \$5000 and the future of Mammoth's resort business hangs on this decision, you would think that the Chamber of Commerce Board of Directors would have conducted their search for a public relations representative in a more professional and businesslike manner.

The Mammoth Lakes Press will continue to support the concept of area promotion as we have over the past year — not only through our newspaper, but via other media as well. We are hopeful that Freelance, Inc., should they accept the position of representing Mammoth, will be able to make a significant contribution in the promotion of Mammoth. Because we believe in the area promotion concept, we will support Freelance, Inc. — we cannot, however, condone the method of selection!

Rebuttals to the Editors Corner will be published in July issue.



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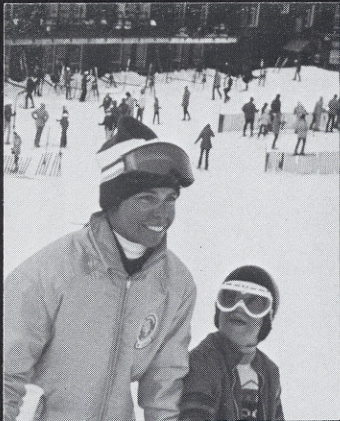
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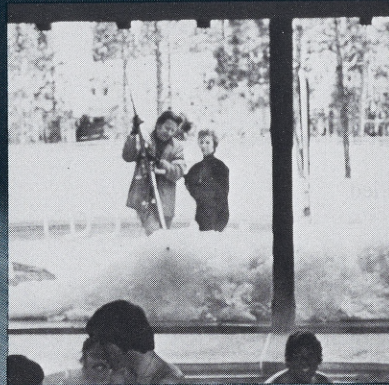
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FROM OUR READERS

Dear Editor:

I would like to offer a thought as to one cause of the atrocious conditions of the roads in Mammoth. Just as soon as a new construction project is started and huge earth moving equipment and lumber trucks make their appearance, the roads begin to deteriorate. A case in point is Laurel Mountain Road which is a total disaster just two weeks after construction on the Safeway began. It would seem appropriate if builders would post bonds and repair the access roads that are damaged during construction.

Joan Gottfried, Local

Good idea! - Editor.

Gentlemen:

I think you are approaching Mammoth's problems in the right manner. I think the "questionnaire" is a good idea.

One of the things Mammoth needs is a campaign of helpfulness and friendliness. It seems the residents tolerate the visitors.

Over the years the Aspen Corp. has done a splendid job (working with the C of C and/or the visitors bureau?) in making their visitors feel welcome. This is the sort of thing I'm talking about.

We've seen a welcomed change on the Mountain the last few years in the attitude of Dave's employees (though it is not yet 100%). Unfortunately, this attitude does not extend into town.

What I am saying is summed up by the "leash law" sign which has been altered to read, "Tourists must be kept on a leash." Many visitors feel that this is the general attitude of the local population toward the folks from L.A.

We all know that the tourist industry is a tough one, but if you want them in your backyard then the whole town should make an effort to treat them as guests. I assume that Mammoth wishes to continue to encourage visitors.

The above is a gross oversimplification and done in haste, but maybe these thoughts will be of some benefit.

William L. Leishman, Pasadena, Ca.

Dear Sirs:

My family and I spent Easter weekend in Mammoth Village. This was our first trip to Mammoth, but it won't be our last. We all fell in love with this area.

We are considering a second home in Mammoth. Please enter my subscription to your fine publication Mammoth Lakes Press. Find enclosed my check for \$3.00.

Thank you.

Joseph J. Ferro

Dear Editor:

The proposal to have buses running during the busy hours is fine for visitors, but it is really going to bust the locals and businessman.

People like myself get off work between 4:00 and 7:00 P.M. and I would care very much about having to leave my vehicle behind. Also, sometimes it is necessary to do something in town which pertains to my business.

So my suggestion would be to have stickers for local people's automobiles

which would enable us to drive from place to place during busy hours. Have the visitors use the shuttle system.

Christopher K. Nadeau, Local

The transportation problem is a complex one. Recommendations from the Mono Plan Associates are forthcoming in the near future.

Dear Editor:

Congratulations on your fine article on "Fishing Tips" in the May issue.

I would like to point out an error with respect to Hot Creek that could be misleading to people fishing that area:

You state "ONLY ARTIFICIAL LURES ARE PERMITTED." This restriction applies from Hot Creek Ranch downstream to the confluence of Hot Creek with the Owens River.

James B. Filsen

We're glad you enjoyed the fishing tips article, and thank you for your correction.



Kite skier was a hit with everyone, including the judges, at the recent Hot Dog Contest.
photo by T.J. Johnston

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MAMMOTH FORUM

Dear Editor:

Have you taken a long discriminating look at "Beautiful Downtown Mammoth" recently as it has emerged from its merciful winter disguise of snow?

During the last week, I have had three occasions to take visitors on a tour of our town, and have found it more depressing with each go-around - the most lasting impression is of a double row of garishly lighted signs for liquor stores, real estate offices, and gas stations, raggedly connected by a deteriorated, littered roadway and shimmering power lines.

Where is our "Village Atmosphere", our charming pedestrian area, our indications of community awareness and concern? The truth is, they do not exist.

How can we promote or even tolerate continued growth while already surrounded by neglect and decay of what we have?

I enclose three questionnaires filled out by my guests, who are no longer potential Mammoth residents.

Mary Alexander
Mammoth Resident

Beautification of Mammoth

During the winter months — when the ground is snow covered — the town area has a beauty all its own. But once the snow melts the "real Mammoth" reveals itself.

This year seems worse than past years:

1. Virtually all the fencing along Highway 203 is in disrepair.
2. Remnants of last year's construction activities are everywhere.
3. Cans, bottles ect. can be seen in vacant lots throughout the area.

In addition, this year there seems to be a proliferation of unsightly and possibly illegal temporary signs that detract from the beauty of the area. What can/should be done? For one thing we would recommend that M.A.C. review this situation with the county board of supervisors with the objectives of:

1. Asking the county to develop the necessary ordinances that would require property owners and builders to "clean up" areas that they are responsible for.
2. Determining the legality/illegality of the many unsightly temporary signs.
3. Determining whether funds from the Mammoth Bed Tax (or some other fund) could be allocated to a "clean up" program.

Because any action on the part of

M.A.C. or the county would have long, rather than short, term effects, the Mammoth Lakes Press also recommends that the Chamber of Commerce immediately adopt a "clean up" resolution and possibly appropriate a limited amount of funds

for such a project.

Members of the Chamber by devoting a few hours of their time could personally spearhead such a campaign.

In short, Mammoth should be as beautiful in the summer as it is in the winter!



Railfences along Hwy 203 - once attractive, now crumbling and falling apart. Also note to be found in the roads and parking lots around Mammoth.
photo by Carolyn Cole



Post-construction clean-up - a big problem in Mammoth.

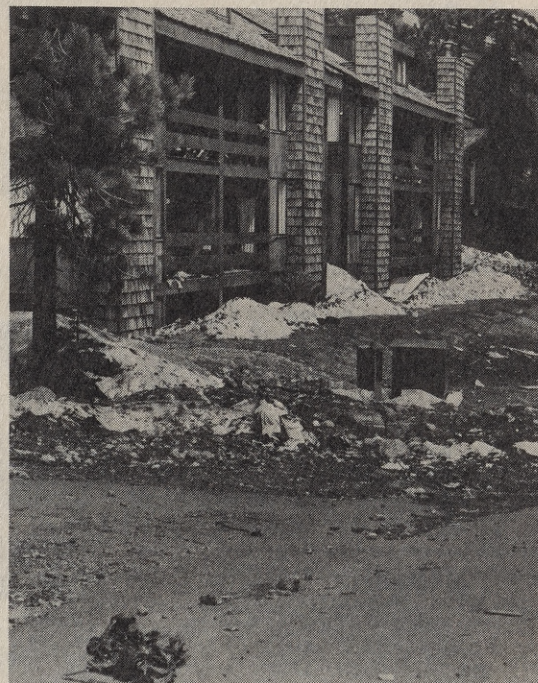
photo by Carolyn Cole

MAMMOTH FORUM



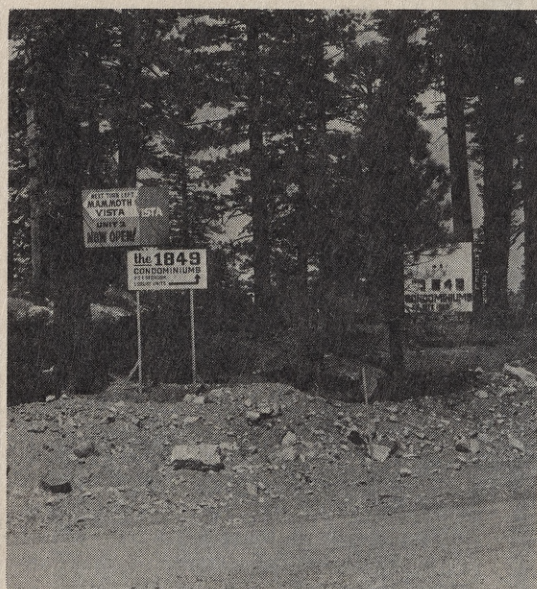
A corner in the center of Mammoth totally cluttered with signs.

photo by Carolyn Cole



As the snow in the village melts, piles of trash from the winter are exposed.

photo by Carolyn Cole



Billboards laden a vacant lot on the corner of a busy intersection.

photo by Carolyn Cole



Many construction sites are not only an eyesore but also a possible hazard to small children playing in the area.

photo by Carolyn Cole

Mammoth Lakes Sailing Assn. Formed

A group of interested sailors in the Mammoth area met May 6 and formed the "Mammoth Lakes Sailing Association." Jay Cole was appointed temporary Commodore.

The main purpose of the meeting was to decide on a class boat that everyone liked. The "Wildflower" was chosen.

The "Wildflower" is fitted with a conventional sloop rig (main sail and jib). It carries a total of 100 square feet of sail on a 20-foot stayed aluminum mast.

The "Wildflower" has a Corlite (TM) hull, a Snark-patented reinforced foam laminate. Corlite hulls combine low cost and light weight with the toughness of fiberglass for virtually maintenance-free performance. And it's unsinkable, even filled with water!

"Wildflower" is 11½ feet long, with a 55 inch beam and board-up draft of three inches. It has a carrying capacity of 530



The Wildflower, for the most energetic sailer, carries both a main sail and a jib.

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The Mayflower, with a cat-rigged main sail, has the same hull as the Wildflower. This model is good for families and just about anyone interested in sailing.

pounds and hull weight of just 80 pounds. Combined with a sectional mast, "Wildflower's" light weight makes it an ideal cartop boat.

"Wildflower's" roomy cockpit has ample seating capacity for four adults. A large storage compartment is located beneath the covered foredeck.

The center seat, which doubles as the top of the daggerboard trunk, houses two removable coolers for food, beverages or bait. Port and starboard jib sheet fairleads and center-mounted cam cleat are standard equipment.

Although designed primarily as a fast, easy-handling daysailer, "Wildflower" is equally at home under motor or oar power. With the kick-up rudder removed, "Wildflower's" transom mount will take outboards up to five horsepower.

"Mayflower," sister to the "Wildflower" has an identical hull. "Mayflower" has an unstayed cat rig, with an 82 square foot lateen sail. The "Mayflower" has all of the features of the "Wildflower" except for the sail rigging.

Both boats will be available through Mammoth Lakes "Yacht" Sales, (714) 934-2126. The retail price of the "Wildflower" is \$649 and the "Mayflower" is \$479. To get the fleet started, for a limited time, discount prices are available to members of the Mammoth Lakes Sailing Association.



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Volleyball, Tennis And Handball To Be Popular Sports At Mammoth This Summer

As soon as the snow melts in the Village, construction will begin on the new tennis courts and volleyball courts slated for Mammoth this summer. The Mammoth Lakes Contractors Association will complete the two Community tennis courts as soon as the weather will permit. Last year they completed the grading but were unable to lay the surface due to early snowfalls. Completion is expected by early June.

The Stevendad Company, owners of the Village Center, will be putting in two sand volleyball courts just west of the Village Center. Completion is scheduled for Memorial Day.

The volleyball court, tennis court and handball court at the Mammoth Mountain Ski Area are still covered by five feet of snow. They expect that it will be mid-June before these courts are cleared and available for use.

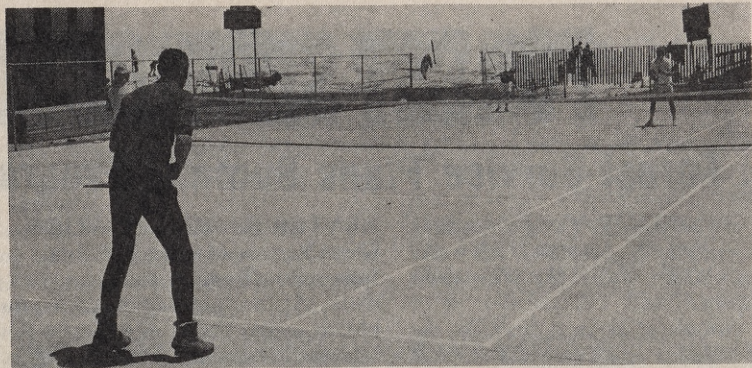
All of the mentioned facilities are available free of charge for use by the visiting public and local residents — many have sign up sheets for reservations. The facilities at the Ski Area are on a priority basis with employees getting first chance.

Many of the condominiums and lodges in Mammoth also have private tennis and/or volleyball courts which are available to their guests.



A popular gathering place during the summer is the sand volleyball court at Mammoth Mountain Ski Area.

photo by T.J. Johnston

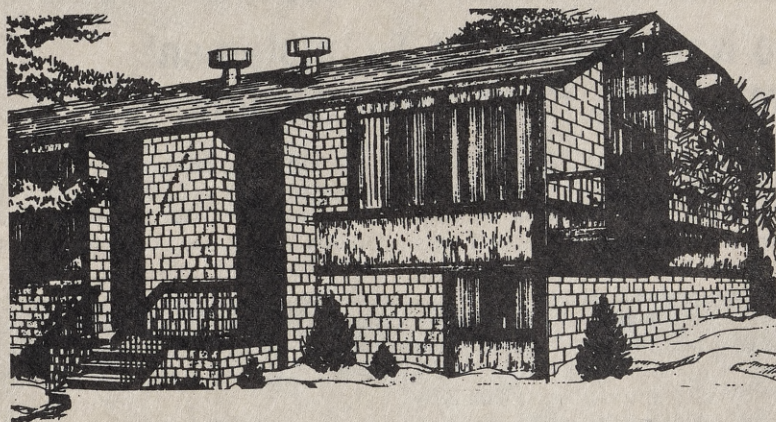


Tennis courts at Mammoth Ski Area are open to the public - first priority goes to the

employees of the Ski Area.

photo by T.J. Johnston

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FOREST SERVICE SPEAKS

U.S. Forest Service Plans Summer Programs

Here's some U.S. Forest Service information to help you plan a safer and more enjoyable visit to the Mammoth Lakes Sierra.

If we can be of service, drop by the MAMMOTH VISITOR CENTER RANGER STATION or telephone (714) 934-2505.

First stop, the MAMMOTH VISITOR CENTER-RANGER STATION, open year-round seven days a week. Our hours are 8 a.m. until 5 p.m. We are located on Highway 203 in the first building on the right, about two miles from the US 395 turn-off to Mammoth Lakes. Although we are the largest Forest Service Visitor Center in California, we are somewhat hidden in the pines. Watch for the large sign.

Here are some of the services offered at the MAMMOTH VISITOR

CENTER-RANGER STATION:

Clean Restrooms open 24 hours.

Information Desk— open 8 a.m. to 5 p.m. daily. At the information desk you can obtain maps, books and Forest Service information about Mammoth Lakes and vicinity. Other services include a message box, lost and found, a sign-out sheet for backcountry travelers, wilderness permits, public telephone, emergency information and special weather forecasts.

Exhibit Room — open 8 a.m. to 5 p.m. daily. Colorful exhibits and displays on winter sports, ghost towns, geology, wildlife, wilderness, camping forestry and Indian life, a large detailed relief map of mid-Sierra Nevada region, and changing seasonal displays.

Summer Activities

From late June until the weekend follow-

ing Labor Day, free evening campfire programs are offered daily. Topics include wildlife, wilderness, geology, history, fire fighting and forestry. Emphasis is on local Mammoth Lakes Sierra and its ecology.

During the day conducted hikes and auto tours are led to the Inyo National Forest's outstanding points of interest. Indian life, the Jeffrey pine forest, a nearby trout hatchery and colorful geology are but a few of the subjects interpreted by a staff of trained Forest Service naturalists.

There's also a growing selection of do-it-yourself (self-guiding) hikes.

The Mammoth Lakes Sierra offers the visitor a marvelous high mountain scenic setting for outdoor activities. Most of this outstanding scenery was created by volcanos or carved by glaciers.

Some examples of volcanic geology: **Mammoth Mountain** — An inactive volcanic dome. Present site of popular ski area.

Earthquake Fault — A cooling crack in lava. Often filled with snow, even in mid-summer.

Devils Postpile — A National Monument preserving a unique lava formation exposed by creeping glaciers.

Rainbow Falls — The San Joaquin river plunges 140 feet into a deep dark gorge. Best rainbow about mid-day.

Crystal Crag and Mammoth Rock — Highly scenic rock spires jutting out of mountainsides.

Bottomless Pit — The result of weathering and erosion. An ancient lava above TwinLakes.

Inyo Volcanic Craters — Recent blast pits now filled with small lakes.

Volcanic Glass, Ash and Lava Flows, Hot Springs and Fumaroles, Cinder Cones, Dikes and Sills, all add a man-on-the-moon atmosphere.

Some examples of glacial geology:

The Mammoth Lakes — Most of the Mammoth Lakes and other lakes were scooped out by glaciers.

Cirques — The large amphitheater (like mountain hollows) where glaciers were born.

Horn Mountain — The Minarets in the Ritter Range are classic examples.

Fine and scenic examples of glacial polished rocks, U-shaped valleys and long but massive ridges (moraines) bulldozers by glaciers are other local features.

The Mammoth Lakes area has both the oldest and youngest known glacial deposits found in the Sierra Nevada

Inyo National Forest To Implement Campground Reservation System

Campgrounds in the Rock Creek Drainage, west of Tom's Place and in the Mammoth Lakes Basin on the Inyo National Forest have been placed on a reservation basis through Ticketron Reservation Ticket System.

"We are implementing this reservation system as a pilot program," stated Inyo National Forest Supervisor, Everett Towle. "With a reservation, a family is guaranteed a campsite before leaving home. This system will provide a needed service to recreationists, especially those from southern California, who comprise 80% of our visitors," he added.

Beginning June 22 reservations for campsites in the following campgrounds are advised. Rock Creek Drainage — Iris Meadow, Rock Creek, Big Meadow, East Fork; Mammoth Lakes basin — Lake Mary, Coldwater, Twin Lakes, and Lake George.

Reservations can be made beginning May 22 at any of the Ticketron sales terminals located at Sears, May Company, Montgomery Wards, Emporium, Broadway, Highlands in San Diego, Automobile Club of Southern California, and other independent ticket reservation companies. A terminal, specific location to be named at a later date, will be installed in Bishop.

Reservations must be made no earlier than 30 days and no later than 7 days in advance of a planned camping trip.

Cost of making a reservation is \$1.50.

This will be in addition to the regular campground fee of \$2.00/day. Persons 62 years of age or older possessing a valid Golden Age Passport are entitled to a 50% reduction (\$1.00) in the campground daily user fee. Golden Age Passports must be presented to the Ticketron outlet operator at the time reservations are made.



map with campgrounds on Inyo National Forest that are on the Ticketron reservation system.

Handicap Camp To Open By Memorial Day If Weather Permits

There are now over 18 million handicapped Americans. Often they are unable to participate in outdoor activities because facilities cannot accommodate them, but in Mammoth Lakes there is recreation for everyone! The Mammoth Ranger District, working in conjunction with the Mammoth Lakes Lions Club, has developed a unique campground designed exclusively for use by the handicapped. Located adjacent to the Mammoth Visitors Center on national forest land, this campground is open to the public from June to September on a reservation basis only. Facilities for the handicapped include: 16 single family, 1 double family and 3 group campsites. (The group camps can serve 30-40 people each.) Features of the camp include hard surfaced paths, modified picnic tables, charcoal broilers and restrooms. Adjacent to the camp is a nature trail that can accommodate wheel chairs, crutches and the blind. These are eleven tape recorded presentations along the trail outlining the flora, fauna, physical and cultural history of the area.

Located just four miles west of the campground on Twin Lakes is a fishing pier for the handicapped. The pier extends some 60 feet out into the lake and can easily handle 16-20 fishermen. Modifications have been made on the pier for the convenience of the handicapped. Adjacent to the pier are six picnic tables

and grills. Again hard surfaces are maintained around each picnic site to allow easy access.

There is no charge for the use of the fishing pier. There is however, a fee of \$2 per day for use of the handicapped campground.

If you would like further information on this unique camping facility or would like to make a reservation, contact the Mammoth District Ranger Station, P.O. Box 146, Mammoth Lakes, Ca. 93546 or phone (714) 934-2505 or stop in at the Mammoth Visitors' Center.



Fishing pier at Twin Lakes is designed so that a person in a wheelchair can fish.

U.S. Forest Service photo

Range.

And what does geology have to do with your enjoyable visit to the Mammoth Lakes Sierra? Well, thanks to geology you can *SKI* the smooth snow covered pumice slopes of Mammoth Mountain, *BACKPACK* through some of the most challenging wilderness terrain in the USA, *SWIM - PADDLE - FISH - SAIL* on some of the most beautiful mountain lakes, *DRIVE - HORSEBACK RIDE - HIKE* through some scenery all the family will enjoy.

Volcanic soils are rich. Where the water from melting snow keeps the soils moist, watch for brilliant displays of mountain wildflowers. Small animals and birds are abundant during the summer months. The larger animals and birds are shy. It takes more skill to observe or photograph them.

Perhaps the greatest delight of recreating in the Mammoth Lakes Sierra in the summer is the weather. Warm sunny days (70-80°) and cool nights (50-60°) make every outdoor adventure a pleasure.

Your visit to this portion of the Inyo National Forest could change your whole outlook on life.



Family camping in the Pine Glen Campground where camp units have been designed so visitors in wheelchairs can get around easily.

U.S. Forest Service photo

MAMMOTH COOKBOOK

This month we have two recipes that are great for preparing ahead of time. Both campers and those staying in kitchen-equipped units will find that these recipes have ingredients that are easy to pack and carry along.

Second homeowners, Chuck and Jay Wise of Encino, sent us this recipe for "Hamburger Soup"

HAMBURGER SOUP

1/2 LB. Ground Beef
Slightly brown
1 Cup Chopped Onions
1 Cup Raw Potatoes Cubed
Then add
1 Cup Sliced Raw Carrots
1/2 Cup Diced Celery
1 Cup Shredded Cabbage
1 #2 Can Tomatoes
1/4 Cup Raw White Rice
Sprinkle in
1 Small Bay Leaf
1/2 Ts. Dried Thyme
5 Ts. Salt
1/4 Tsp. Pepper
1 1/2 Qts. Water
Grated Cheddar Cheese
Cover and simmer 1 hour. Sprinkle cheese and serve.

Denny and Marily Bean — regular Mammoth skiers — sent us a recipe for "Magic Cookie Bars".

MAGIC COOKIE BARS

1/4 Stick Margarine
1 Cup Shredded Coconut
1 Cup Chopped Nuts
1 Can Eagle Brand
Sweetened Condensed Milk
1 6 oz. Pkg. Chocolate Chips
1 6 oz. Pkg. butterscotch Chips
(or 2 6 oz. Pkgs.
Chocolate Chips)
1 1/2 Cups Graham
Cracker Crumbs

Melt margarine in 9x12" pan. Sprinkle graham cracker crumbs over melted margarine. Layer rest of ingredients. Evenly pour milk over top. Bake 25 minutes at 325-350 degrees. Cool before cutting onto squares.

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Gardening In The Sky

By John Derby, Center Director
Mammoth Visitor Center

Some people believe it's impossible to grow any vegetables or garden flowers in the High Sierra. There is no doubt that gardening in the sky can be a challenge. There are, however, at least twenty delicious vegetables and twice that many colorful flowers that do quite well around the communities of Mammoth and June Lake.

The purpose of this article is to suggest a few select plants you might like to try outdoors this summer.

First before you start digging, there are a few facts of life you need to know. Our growing season is short. Our elevation gives us a climate similar to that of Central Canada. This means there can be frost (32°) or freezing temperatures at night up until mid June. By late August the nights are already chilly. If you cover your tender (easily frozen) plants on frosty fall nights the plants can continue to reward you for an additional full month. So much for the brisk climate that makes our personal living so pleasant.

In addition to being in the Canadian Life Zone we also live in a desert. Without moisture from winter snows only a few dwarf scrubby plants could survive here.

Water is the lifeblood of all plants. Only very specialized plants, such as cacti, can survive without water for more than a few days. If you don't have handy

access to water, limit yourself to house plants.

There are other challenges to plant growth. Ground squirrels and chipmunks enjoy eating tender moist plants. Summer hail and even snow storms are not uncommon. Insects and diseases so common in less harsh climates seem to be less destructive.

Does gardening in the High Sierra seem too much of a hassle? It is. However there are many fine local gardens offering living proof of how well carefully selected vegetables and flowers will grow here.

Here are some plants to try:

Vegetables	Vegetables
Peas	Cabbages
Radishes	Broccoli
Carrots	Kohlrabi
Turnips	Onions
Lettuce	Potatoes
Flowers	Flowers
Pansies & Violas	Columbines
Sweet Williams	Iris
Foxgloves	Coreopsis
Iceland Poppies	Snapdragons
Petunias	Shasta Daisies

If you can suggest more vegetables or flowers or would like a more complete list contact the Mammoth Visitor Center, Box 146, Mammoth Lakes, California 93546.

The addition of bright floral colors and tasty vegetables are worth the effort. Why not add some color to your lot or some vegetables to your pot?

SHOPPING GUIDE

DESIGN BOLD — Not only does this store have furniture for any room of the house from contemporary to rustic, but also a unique collection of lamps and other decorating accessories.

THE DRAPERY SHOP — Now having their grand opening sale — 25% off on all draperies. Also carry discount furniture of many styles.

EYE SIERRA — Can supply any artist's needs from macrame, to painting, to pottery. Also has many beautiful and unique art works and displays.

FILSON'S TACKLE SHOP — A fisherman's dream; supplies everything but the trout. Enter Filson's Fishing Derby — catch the biggest fish of the week and win a \$5.00 gift certificate.

GRAPHIC CONCLUSION — Once you walk in it's hard to leave. It's a pleasant place to browse through books, records, hanging pots, greeting cards, posters, plus other assorted decorator items.

HEAD NORTH — A wide selection of home furnishing and accessories may be found at a reasonable price. Complete interior decorating is offered, especially helpful to the new Condo owner.

KITTREDGE SPORT SHOP — Takes care of any sportsman's needs at any time of the year. Huge selection of skiing equipment, winter and summer clothing, plus fishing and hiking gear to please the most select.

LAKES DISTRICT MERCANTILE CO. — ready to equip you for summer fun. Carries many models of bicycles to buy or will repair yours, plus all the accessory items to go with hiking, fishing, tennis, and jogging.

MANZANITA FLOWER FUN AND CERAMICS — Carries a variety of ceramic art supplies and completed works. Find a new hobby for those rainy summer days.

MOUNTAIN LEATHER — Beautiful

leather work can be found here; either ready-made or made-to-order.

PUMICE MOUNTAIN — One of Mammoth's most skilled craftsmen in furniture design delights the imagination with his styles and selection of furnishing and other room decorating accessories. Also makes furniture to your own personal specifications.

JOSEPH REEVE'S, INC. — The only antique store in Mammoth carrying a unique collection of lamps, tables, desks, chests, chairs, beds, plus many other superb pieces.

RICH'S BRITCHES — Has all the sporty styles of clothing for either sex necessary for a comfortable mountain lifestyle; from levis and cords on up to shirts, blouses, and dresses.

E. & G. RUMMEL, LTD. — Carries clothing and shoes for all members of the family, from toddler on up. Also carries name brand men and women's underwear.

SILVER CLOUD — Beautifully handcrafted turquoise, silver, and Indian jewelry can be found here; or have the talented shop proprietors style a piece of jewelry especially for you!

SPELLBINDER BOOKSTORE — Contains books of every nature from best sellers to the most unusual. A welcome addition to Mammoth's literary circle.

SPELLBINDER MUSIC — A much needed supplement to Mammoth's stereo buffs. Includes a wide choice of discount records and tapes.

VILLAGE LEATHER — Not only carries beautifully handcrafted leather goods such as purses, belts, dog collars, and special order leather items, but also imported India bedspreads.

VILLAGE SPORTS — Sports a huge selection of clothing for year-round activities for both men and women. If you forgot it or don't have it, but want it, visit Village Sports.

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PAGE 17



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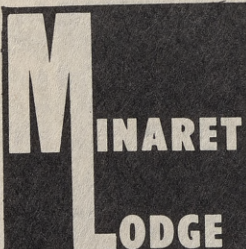
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LODGING & RENTALS

AUSTRIA HOF — Small new lodge located at the base of Chairs 7 & 8. Walk to lifts. 10 deluxe rooms with private balconies overlooking the ski slopes. German and American restaurant serving breakfast, lunch and dinner. For information and reservations call (714) 934-2764 or write the Austria Hof, Mammoth Lakes, Calif. 93546.

INTERNATIONAL INN — Located in the village. Every room has a private bath and two queen-sized beds. Continental breakfast. Heated swimming pool, sauna, Jacuzzi, and color TV and phones in all rooms. Reservations: (714) 934-2544. Or write International Inn, P.O. Box 1098, Mammoth Lakes, Calif. 93546.

JAGERHOF LODGE: Located on Old Mammoth Road. Private rooms with bath, apartment units, boys' dorms. Heated indoor Jacuzzi pool, pool table, large lounge with wet bar and fireplace. Reservations: (714) 934-6162 or write Jagerhof Lodge, P.O. Box 52, Mammoth Lakes, Calif. 93546.

MAMMOTH TAVERN — Centrally located on the corner of Old Mammoth Road and Highway 203. Mammoth Tavern offers lodge rooms as well as dormitory facilities. The after ski bar features live entertainment throughout the season. The Tavern caters to ski clubs and groups. For reservations call (714) 934-2561 or write P.O. Box 106, Mammoth Lakes, Ca. 93546.

MINARET LODGE — Located on the road to the lifts. Motel rooms and house-keeping units. Walk to restaurants and shops. TV and inroom coffee. Reservations: (714) 934-2416 or write P.O. Box 23MP, Mammoth Lakes, Ca. 93546.

PINECREST DORMITORY — Located just behind Kittredges Ski Shop the Pinecrest caters to skiers offering dorm, shower, and cooking facilities — prices start at \$4.00 per night. For reservations call (714) 934-6179 or write P.O. Box 1146, Mammoth Lakes, Calif.

SIERRA NEVADA INN — A beautiful Inn located on Old Mammoth Road. The Sierra Nevada has 104 individual units with two pools, sauna, colored T.V., game room and luxurious lounge. Special ski packages include lodging, lifts, breakfasts and dinners. For reservations phone (714) 934-2515 or write Sierra Nevada at P.O. Box 918, Mammoth Lakes, Calif.

WHITE STAG INN — Located on the corner of Highway 203 and Minaret Road, the White Stag has private rooms with baths. Continental breakfast. Lounge with fireplace — hot wine served each evening. Sauna, game room with

pool table. For reservations phone (714) 934-2746 or write P.O. Box 45, Mammoth Lakes, Calif. 93546.

MAMMOTH MOUNTAIN INN — Located across from the Mammoth Mountain Ski Area base lodge and gondola. 300 deluxe accommodations including private rooms, suites and condominium units. Cocktail lounges, restaurants, live entertainment, movies, sport shop, day nursery, ski touring. For reservations call (213) 984-0922 or (714) 934-2581. The Inn will close this summer for remodeling on June 1.

CHATEAU RESERVATIONS — Affiliated with Chateau de Montagne. 3 & 4 bedroom condominium chalets. Completely furnished. Fireplaces and sundecks. Facilities include Jacuzzi, heated swimming pool, sauna, recreation room. Thirty new four bedroom units have just been added to the complex. These units feature an indoor swimming pool. Reservations: (714) 934-6100, Chateau Reservations, P.O. Box 882, Mammoth Lakes, Calif. 93546.

MAMMOTH CONDOMINIUM RENTALS RESERVATION SERVICE — The new office is located on Minaret Road near the corner of Highway 203. Condominium projects handled by M.C.R. include Seasons Four, Discovery Four, Horizons Four, and Mammoth Point. Special ski report number: (213) 822-1502.

MAMMOTH ACCOMMODATION'S CENTER — This unique reservation service can accommodate the skier in Mammoth's lodges and motels, condominiums and homes/ cabins. For fun seekers who want it all and want it year around. MAC's new offices are located on the main street through Mammoth between Shakey's and Tex's Ski Shop. For reservations and information call (714) 934-6563 or L.A. (213) 823-9500 or San Diego (714) 488-1977 or write Mammoth Accommodation's Center, P.O. Box 1161, Mammoth Lakes, Calif. 93546.

LEISURE RESERVATIONS — Accommodations from 2-200 are available for the day, week, month or year. Among the condominium projects handled by Leisure Reservations are Chateau Blanc, La Residence, Sierra Manors, Lakeview Villas, and Woodstock. These units are completely furnished with swimming pools, sun decks, jacuzzis and saunas. Leisure Reservations is located next door to the Shell Station. Vacationers may write Leisure Reservations, P.O. Box 1038, Mammoth Lakes, Ca. For more information call (714) 934-2311.

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Lunch & Dinner Daily

Old Mammoth Road

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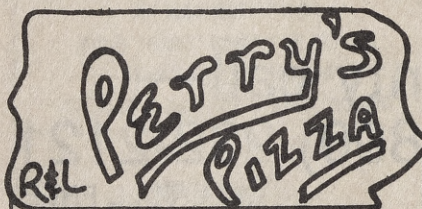
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On Hwy 203 between Turner Gas & The Village Center

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FEATURING 25 GOURMET
SANDWICHES AND DELICIOUS
BOX LUNCHES. TAKE ONE
SKIING, TOURING OR ANYTIME
YOU'RE HUNGRY FOR A

GREAT SANDWICH
HWY. 203 NEXT TO MAMMOTH
RESERVATIONS
934-6267

AUSTRIA HOF — Featuring German and American foods prepared by an Austrian chef. Breakfast, Lunch and Dinner — 7:00 am to 10:00 pm. Breakfast features omelets and other American favorites. For lunch choose from hot German meals, sandwiches and soups. Dinner features many German specialties as well as steak and seafood. The Austria Hof is located at the base of Chair 7 at the end of Canyon Blvd. Reservations 934-2764.

THE ARLBERG — New items added to the menu include — a variety of beef and seafood fondue each Thursday night, bouillabaise on Fridays. Breakfast and lunch served daily. Downstairs has undergone a complete remodeling — open from 5 till 9 p.m. and features authentic Mexican food, buffet style. Rock band nightly from 9 till 2 a.m.

BERGER'S BURGERS — Open daily — serving burgers, giant sandwiches, and full dinners. 4:30-9:30. Don't miss the great ribs. Casual atmosphere.

BRANDYWINE — A newly opened dining spot. Located behind Frank's Liquor on Minaret Road. They feature cornish game hen, trout, and "bones" as well as steaks. Opened daily for dinner and cocktails. Phone 934-6484.

CHATEAU FROMAGE — Formerly Lucas Delicatessen. Keeping the delicatessen concept, Chateau Fromage features many varieties of sandwiches to eat in or to go. A wide selection of imported cheeses make a good gift item.

FAT ALBERT'S — Sandwiches and box lunches to go. A selection of over 25 different kinds of sandwiches. Box lunches include sandwich, pastry, fruit and chips. Open at 7:00 to serve the skier. Call ahead your order — 934-6267 — ask for Kristine.

LAS MONTANAS — Excellent, well priced Mexican food. Featuring the "Original Cheese Crisp Special." Try their new wine Margarita — guaranteed to be great! Imported beers. Open for dinner Wednesdays thru Sundays, from 5:30 to 10:30 p.m.

MAMMOTH MOUNTAIN INN RESTAURANT — Located across from the gondola and the base lodge. Serves breakfast and lunch from 7:00 am to 2:00 pm. and dinner from 5:30 to 10:00 pm. The dinners are family style, the food is continental. Complete dinners from \$3.95. Reservations 934-2581.

MILL CITY MINING COMPANY — Restaurant upstairs; discotheque downstairs. Restaurant features T-bone steak, bar-be-que chicken and trout stuffed with crab. Also they serve a wide variety of burgers. Children's menu. All meals are moderately priced for families. Dinner is served from 6-10 pm. Starting June 1st, Mill City will open for breakfast from 6:30 to 11 am. In the discotheque, live music and entertainment (featuring local talents) will be on dock Wednesday, Friday and Saturday evenings.

THE MOGUL STEAKHOUSE — Open daily for dinner. Offering a new concept in dining — cook your own steak — make your own salad. Daily specials. A new dining room has been added which can accommodate large groups on request. Wine Cellar. For the month of June — enter the "name our dessert contest". Two complimentary dinners will go to the person who gives Dan's new dessert (an old favorite from his mother) the best name. Also the Gogul has a new Monday Special — Steak and Lobstr for only \$4.95.

NICOLOSI'S — Popular new Italian restaurant featuring homemade breads, soups, and sauces. Lunches weekdays, dinners daily. Excellent food, reasonable prices, family atmosphere. Wine menu. "Ask Anyone!"

PERRY'S PIZZA — Offers the "Largest Pizza" in town! The large pizza serves twelve: the small — four! Also pizza always ready to eat by the piece. Open 11:30 am to 10:00 pm. on weekdays, 11:30 am to 2:30 pm. on Friday and Saturdays. Phone 934-6521.



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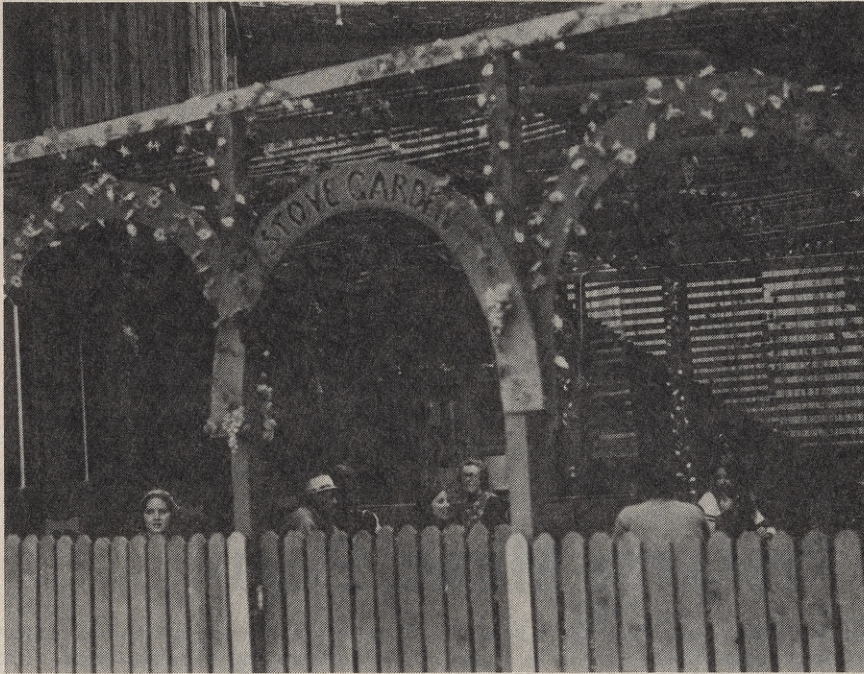
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Located on the Lift Road

934-6622

BURGERS

DINING OUT



The Stove recently opened its outside "beer garden" for the summer.

Photo by Carolyn Cole

THE RAFTERS — Outstanding steaks and seafood. Specialties include honey duck, scampi, mahi-mahi and prime rib. Popular bar featuring entertainment nightly. Reservations accepted.

SHAKEY'S PIZZA PARLOR — Mammoth's newest pizza restaurant. Open for lunch and dinner daily. Serving a wide selection of pizzas and also fried chicken. Wine and beer and soft drinks. Old-time movies and sports flicks are the agenda for entertainment. Great family spot!

THE STOVE — Summer beer and wine garden. Open for breakfast and lunch until 4 p.m. Homemade soups and pies are the specialty. Reasonably priced.

VILLAGE PANTRY — Featuring an extensive menu for breakfast, lunch and dinner. Food to go. Remodeling now going on — watch for the "New Look" soon to be completed. Family restaurant with reasonable prices. 934-2350.

THE VILLAGE INN — Located in the Village Center. Offers popular American food in the "Turn of the Century" dining room with the flavor of old Mammoth. Next door, the Old West Saloon is a favorite apres ski gathering spot with pool tables, darts, poker and jute box. There are spacious party and banquet facilities upstairs.

WHISKEY CREEK — Open daily for dinner and cocktails. Featuring prime rib, steaks, seafood, bar-b-que ribs, teriyaki steak. Live entertainment nightly. One of Mammoth's most popular spots. Reservations accepted.

MOGUL STEAKHOUSE
Salad Bar & Charbroiled Steaks
Specials Daily • Wine incl. with Dinner
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FOR SALE — 8' x 36' trailer — a fix-er-up bargain at \$655.00. Call 934-2603.

FOR SALE BY OWNER — 2 bed + loft, 2 bath Condo for sale or lease, beautifully furnished. 934-6591 or P.O. Box 631. \$32,000.

FOR SALE — '70 Toyota Land Cruiser, 4-wheel drive, excellent cond., loads of extras, low mileage, \$2,400.00. Call 934-6591 or write P.O. Box 631

K-2 FOUR COMPETITION for sale. 200cm. Brand new, \$90.00. 934-6591 or P.O. Box 631.

FOR SALE — 1/3 interest in Cessna 182 Skylane N8559S. Based at Mammoth Lakes Airport. Call Jim (714) 934-6779.

FOR SALE — 2 bedroom, split level condominium at Mammoth Estates. \$31,500. Call Jim or Shirley 934-6779.

FOR SALE — 1 Bedroom Plus Loft Condo in Seasons 4. Great view of Crowley Lake. So. exposure. (714) 934-2126.

FOR SALE — Furnished condo. 3 bedroom and loft, 2 1/2 baths, approx. 1800 sq. ft. Zoned commercial. Corner location. \$39,500 unfurnished or furnished. Lease back \$400/mo for 3 months. (714) 934-6968.

FREE — Male and female miniature schnauzers. Salt & pepper and pepper, Whiskers and Freda. AKC registered. (714) 934-6968.

BABYSITTING — Mother of two will tend your infant or child with loving care in her home — days, evenings, weekends or over-night. 934-2389.

FOR SALE — Fully furnished cabin at Lake Mary, Mammoth Lakes. Living room, complete kitchen, 2 bedrooms, large loft, complete bath, fireplace, thermostat heat. Fishing boat included. \$12,000. R. Neumann (213) 368-4078 or 11169 Bertrand Ave., Granada Hills, Ca. 91344.

WANTED CLOTHES AND CANNED FOODS FOR THE INDIANS — Drop them off at Beauty by Barbara — Sierra Nevada Inn #107.

All classified ads can be sent to Mammoth Lakes Press, P.O. Box 7334, Mammoth Lakes, Calif. 93546. Deadline is the 20th of each month. Maximum 25 words. All ads are free to non-commercial persons. No commercial ads accepted.

John Nordmark Presents Mono Plan

Continued from page 7

bility at Sherwin Bowl (or other new local ski area). If no new ski area is developed, a peak day population of 46,000 is projected.

Urban plan maps were presented to show a view of Mammoth in 1985. The maps showed Mammoth divided into 11 "resort complexes." Within a "resort complex" the following facilities should be provided: hotel-type facility, restaurants, shopping, recreation facilities and some open space. "This is necessary to be able to house conventions."

The maps showed the growth of Mammoth along Highway 203 in the direction of 395. There was no proposed growth to the south of Old Mammoth Road in the Sherwin Meadows and Old Mammoth areas. To accomplish this plan, U.S. Forest Service land exchanges

would have to be negotiated with persons holding undeveloped land in the Lakes Basin, Sherwin Meadows and Old Mammoth areas. This land would be exchanged for Forest Service land to the north of Highway 203 and to the east of the current town of Mammoth.

The urban plan also defined a specific area to the north of town in the vicinity of Sawmill Road for mobile home residences. The proposed 56 acre site would be offered in trade to the four existing mobile home parks currently within Mammoth. Architectural standards would be placed on the mobile homes.

The "center of town" would be concentrated along Highway 203 from Sierra Manors Road to just west of the Village Center. In this area there would be no vehicle traffic. Highway 203 would divide and skirt the "center of town" to both

the north and south. Two other access roads to Mammoth were proposed — one an extension of Forest Trail (north) and the other an extension of Meridian (south). Both access roads would join Highway 203 to the east of town near the 395 interchange.

The discussion of future development of additional ski area facilities proved very "interesting." According to John Nordmark, Sherwin Bowl has the capability of taking a 18,000 to 20,000 skier capacity. "Personally, I am against the development of the face of Sherwin Bowl next to Mammoth Rock because of the exposed view from town," commented John Nordmark. "About the backside of June Mountain — I will oppose the development within the Mono Plan." John did recommend an area for skiing expansion: "I would recommend the early development of the Dry Creek area with a gondola into town even before the development of Sherwin Bowl." (A Forest Service spokesman later described Dry Creek as the area of small "mounds" to the north of the Mammoth Knolls. The area offers a 600 to 800 vertical drop. At most 2 to 3 chairlifts or T-bars could be placed in the area. This could be a good area for ski instruction but would never be a major skiing area.)

One subject which was not adequately covered concerned summer recreation. Mention was made of the possibility of a nine hole golf course, the attempt to get summer convention business and the possibility of having summer bus tours. However, no "concept" was presented that would come close to filling the 56,000 beds left vacant by skiers.

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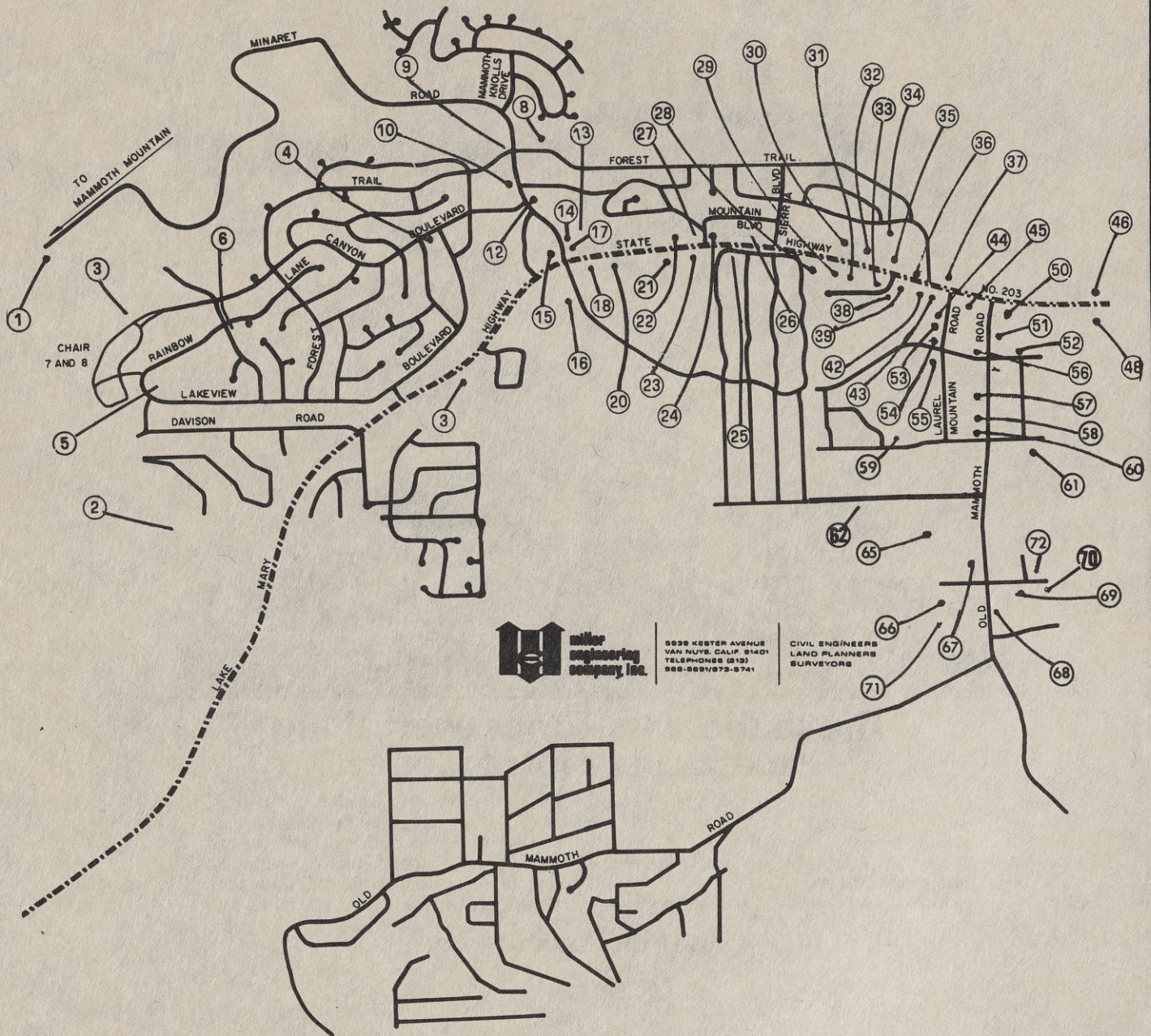
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50 Head North
27 Holiday Realty
62 Horizons 4

30 Inyo Mono National Bank
68 Jagerhof Lodge
36 Kittredge Sport Shop
25 Las Montanas
50 Leisure Realty
35 Mammoth Chevron Services
14 Mammoth Condominium Rentals
39 Mammoth Liquor
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68 Mammoth Travel Service
52 Manzaita Flower Fun & Ceramics
12 Minaret Lodge

56 Mogul Steakhouse
10 Mono County Offices
51 Nicolosi's
28 Perry's Pizza
34 Pinecrest Dorms
42 Pine Tree Plaza
58 Rafters
27 Shakey's Pizza Parlor
72 Sherwin Meadows Apartments
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18 White Stag Inn



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